

Scotts Valley, Bergstrom negotiating for auto plaza

Auto Plaza S.V.

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SCOTTS VALLEY — The abandoned Santa's Village amusement park may be transformed into a 17.5-acre auto plaza if auto dealer Steve Bergstrom concludes a deal now in the works with the city.

Just three weeks ago Bergstrom announced he was working with the city of Santa Cruz to develop an auto plaza at River Street and Highway 1, and in early July he submitted an application to the Capitola City Council to expand and develop two parcels on Capitola's auto row.

When the Santa Cruz talks were announced July 25, Bergstrom told Scotts Valley City Administrator August Caires that he was "drop-

ping consideration of coming to Scotts Valley." But the dealer seems to have changed his mind, and has renewed negotiations with Scotts Valley.

In a late item added to the City Council's Wednesday agenda, the council was poised to consider a \$12,500 study of the Santa's Village site for use as an auto plaza. But the item was abruptly dropped from the agenda after Bergstrom showed up at the meeting and asked for more time.

According to Caires, Bergstrom asked for the delay because he wants to purchase the Santa's Village site and an adjoining parcel before conducting a feasibility study. The properties now belong to Dividend Development Corp. and

BRUSA Corp.

The abrupt removal from Scotts Valley's agenda is reminiscent of the scene played at the July 7 Capitola City Council meeting, where consideration of Bergstrom's plan to develop two parcels was removed from the agenda without explanation.

On July 25, Bergstrom said he would eventually move as many as 10 dealerships to the 12-acre Santa Cruz site. But in negotiating with Scotts Valley officials, Bergstrom said he intends to put four dealerships in Santa Cruz, with others available to move elsewhere.

Scotts Valley officials plan to meet with Bergstrom on Friday to discuss the auto plaza development.